

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 RSC-01 /021 W

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P R 161051Z DEC 74

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 3509

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLASSTOCKHOLM 5537

FOR BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: ECOLOGY '75, EXHIBITION REPORT

1. ECOLOGY '75, U.S. POLLUTION CONTROL EQUIPMENT EXHIBITION
2. STOCKHOLM TRADE CENTER, DECEMBER 9-13, 1974
3. 34 (NTM 18 OTM 16)
4. IMMEDIATE SALES: \$13,900  
TWELVE MONTH PROJECTED SALES: \$3,901,700  
TOTAL \$3,915,600  
(SALES LEADS 1,714)
5. SALES BY CATEGORY:
  - A) NTE/NTM EXHIBITOR SALES: \$13,900
  - B) NTE/NTM PROJECTED SALES: \$3,256,000
  - C) OTM SALES: \$ -
  - D) OTM PROJECTED SALES: \$645,700
6. NUMBER OF EXHIBITORS SEEKING REPRESENTATION 10.
7. NUMBER OF REPRESENTATIVES APPOINTED DURING EXHIBITION 6.
8. NUMBER OF REPRESENTATION AGREEMENTS UNDER NEGOTIATION AT  
CLOSE OF EXHIBITION AND EXPECTED WITHIN 12 MONTHS 45.
9. REGISTERED VISITORS TO THE EXHIBITION 867.
10. SUCCESS STORIES:
  - A) MR. H.E. STANFIELD, PRESIDENT ACME PRODUCTS COMPANY,  
A NEW TO EXPORT COMPANY EXHIBITING OIL SPILL CLEANING UP

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EQUIPMENT INCLUDING CONTAINMENT BOOM, SKIMMERS, PUMPS, ABSORBENTS.

ACME SOLD \$10,000 AND PROJECTS \$350,000. AT CLOSE OF THE SHOW IS VALUATING 4 POTENTIAL AGENTS AND 2 LICENSING AGREEMENTS. MR. STANFIELD COMMENTED "EXCELLENT SHOW FOR INTRODUCING AMERICAN PRODUCTS TO SCANDINAVIAN MARKETS - GOOD RECEPTION - WELL HANDLED BY THE US TRADE CENTER."

CLEARED FOR PUBLICATION.

B) MR. ROBERT D. CASELDINE, PRESIDENT ENVIRO AIR CLEANING SYSTEMS INC. (NTM) AND WHO SHOWED AIR CLEANERS AND SOUND ABATEMENT BARRIERS AT CLOSE OF THE SHOW WAS NEGOTIATING 7 REPRESENTATION AGREEMENTS AND 1 JOINT VENTURE AGREEMENT. PROJECTING FIRST YEAR SALES AT \$1,500,000 MR. CASELDINE COMMENTED "I FEEL THE US TRADE CENTERS ARE MOST VITAL HELP THE US GOVERNMENT CAN OFFER THE SMALL BUSINESSMAN".

CLEARED FOR PUBLICATION

C) MESSRS. EDWARD KING AND ROBERT HERCH, GENERAL ELECTRIC (NTM) WHO EXHIBITED THE GE VOTEX INCINERATOR AND AN OIL SLUSH WATER SEPARATOR AT CLOSE OF THE SHOW REPORTED 2 LICENSING AGREEMENTS EXPECTED TO BE SIGNED AFTER THE CLOSE OF THE SHOW. ALTHOUGH DOLLAR RESULTS ARE NOT POSSIBLE TO REPORT IMMEDIATELY, SIGNIFICANT BUSINESS WILL RESULT. MR. KING COMMENTED "THE GE TEAM AT THE EXHIBIT DID NOT INTEND TO SELL OR TO NEGOTIATE A FIRM LICENSING AGREEMENT - COMPANY REGULATION PROHIBITS SUCH. HOWEVER, WE DID REACH UNDERSTANDINGS WITH... FIRMS WHICH WE FEEL WILL EVOLVE INTO AT LEAST 2 SEPARATE LARGE SCALE LICENSING AGREEMENTS". MR. HERCH COMMENTED "WE HAVE BEEN RECEIVED BY SEVERAL LARGE COMPANIES WITH GREAT INTEREST".

CLEARED FOR PUBLICATION.

D) DR MATSUDA, THERMO ELECTRON CORPORATION (OTM) WHO REPORTED \$110,000 IN PROJECTED SALES COMMENTED "ALTHOUGH THERE APPEARED LESS TOTAL VISITORS THAN AT THE ENVIRONMENTAL EXHIBITION 1972 THERE WERE MORE PROSPECTIVE BUYERS THIS TIME".

CLEARED FOR PUBLICATION - EXCEPTING SALES FIGURES.

E) MR. CHARLES MOODY, A NTM FIRM EXHIBITING ACOUSTICAL PRODUCTS REPORTED EXPECTED SALES OF \$150,000 AND SIGNED 2 REPRESENTATIONAL AGREEMENTS, AND EXPECTS A THIRD WITHIN 12 MONTHS, COMMENTED "THE SHOW HAS BEEN MORE THAN I HAD HOPED WITH ACOUSTICAL PRODUCTS BEING VERY WELL RECEIVED BY POTENTIAL END-USERS AND REPRESENTATIVES".

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F) MR. FRANK MEYERS, PRESIDENT, KEPNER PLASTICS FABRICATORS INC., UNTM COMPANY SHOWING OIL SPILL BOOMS AND OIL CONTAINMENT BAGS AT THE CLOSE OF SHOW WAS NEGOTIATING 4 REPRESENTATION AGREEMENTS AND EXPECTS TO SELL \$200,000. MR. MEYER COMMENTED "EXCELLENT PROGRAM, WELL PREPARED AND ADMINISTERED, CREATED EXTENSIVE GOOD WILL - BOTH ECONOMIC AND SOCIAL-POLITICAL. A CREDIT TO THE

AGENCIES AND PERSONNEL - A SURE ECONOMICAL WINNER FOR THE  
US GOVERNMENT AND PUBLIC".  
CLEARED FOR PUBLICATION.  
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## Message Attributes

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